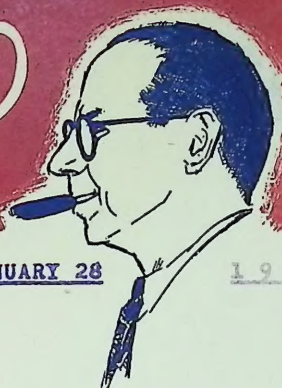


Ballyhoo



VOLUME 4

NUMBER 5

JANUARY 28

1955

"AS THE TWIG IS BENT SO GROWS THE TREE"

Sorry to disillusion you ... the maxim quoted above was not originated by one Art Carney, straight man for Jackie Gleason ... It is of much more ancient vintage ... and was a "Quotable quote" long before radio and T.V. cast their elongated shadows far into the future ...


Regardless of date of origin, the thought is just as true today as it ever was ... We talk a lot about manpower ... personnel selection and training, the vital importance of keeping a steady flow of experienced manpower available to replenish executive ranks ... What are we doing about it?

If you have an assistant, then you also have an added duty to yourself and your company ... the job of properly training him ... indoctrinating him with the finest traditions of our business ... conditioning him to the end that he may, when the time comes, step into your job, to make you available for a bigger and better position.

Your assistant is the "twig" ... and the manner in which you mould it must determine the kind of a "tree" it will grow into. These are his formative years ... he looks to you for guidance ... your conduct and personal example will leave a lasting impression on him ... His future is your present ... treat it as the sacred trust it is.

Make your assistant feel that he is part and parcel of this great business we are in ... guide him and encourage him to seek and to learn. Then, when your "tree" is fully grown, reaching for the sun and the sky, you may take just pride in saying ... "I raised it from a twig ..."

D.E.K.



Ballyhoo

SPOTLIGHT ON SHOWMANSHIP

Well ... another week has flitted by ... we're one week closer to Spring, and of course, that much closer to the finish of our current S.O.S. drive, which winds up the last week in April. A little over three months left, fellows ... and we've got to make every single week count.

Just in case it has slipped some of your memories ... this isn't just a battle for glory ... There's something like five hundred bucks in the bag ... to be split up among the winners. Five hundred smackers ... with three prizes in each group ... a "C" note, half a yard, and two bits, in that order ... and of course we have a couple of specials, and there may even be some left over for the booker whose house finishes on top.

YOUR work can make your booker happy, and since his job is to keep you happy ... well, so what are we waiting for? Heggie sez ... Quote ... If dese guys plays me dirt, I'll ... (censored) End of quote ... And the guy really means it ... and when Heggie means something, you ought to know by now what to expect ...

Like I said ... three months to go, and believe me fellows ... there's still lots of time for you to blow out those clogged tubes and wind up with enough points to put you right in the winners' circle ... and I'm keeping a few choice spots open.

The rest is up to YOU ... so let's not let this get down to a two-horse race. Huh?

TWENTY FIVE YEAR CLUB

Among the members inducted into our Quarter Century Club, on Monday, January 25th were two old friends ... Bert Peters, Ed Landsborough's doorman at the Capitol in Galt, and Vic Baldassari, projectionist at the Tivoli in Hamilton. Congratulations fellows, and welcome to the most exclusive club in the world.

Incidentally, Famous Players was born in 1920, which makes this our 35th anniversary year. I think this gives us an exceptional opportunity for some good Public Relations ... so how about getting some material from Jimmy Nairn, and planting stories, pictures etc. in your local daily? ... Please don't just sluff this off ... We're all supposed to be wide-awake showmen, so how about doing a real showmanlike job of it? Right now.

Other inductees into our club this year were our Boss Man, Mr. J. J. Fitzgibbons ... the Veep, R.W. Bolstad ... our own Eastern Division General Manager Morris Stein, and that wizard of all that makes for good publicity, P.R. etc. etc. Jimmy Nairn. Congratulations and a most sincere welcome, from all your fellow members.

.X.X.X.X.X.

NICE TO SEE YOU JIM ... AND AL

It was nice to see Jimmy McDonough ... a guy we've really missed during the past seven months or so, since he was elevated to the position of District Manager of the Maritimes ... Jimmy came in for a series of head office conferences, and to attend the 25 Year Club dinner, and we were able to spend many happy hours with him.

Jimmy accompanied me on a tour of the Peninsula one day, and we were happy to be able to drop in on Al Hartshorn at the Mountain San. Al's looking good, and tells me that he feels just as good as he looks ... but old Doc Sawbones says ... "We're gonna keep him here for at least a year ..." So fellows, why not drop the guy a line or two? He's always tickled to hear from the old gang ... It was nice seeing Al ... and I'll be dropping in on him every chance I get. It would be nice if some of you fellows in near-by towns could do likewise ... Nothing cheers up a guy as much as seeing and jawing with an old friend.

Be seein' you Al.

.X.X.X.X.

IT'S SNOWIN' OUT

Remember what I said about snow removal, off your roofs, marquees and exit areas, including the sidewalk in front of your theatre? Now's the time to do it ... Hope you've got that old snow shovel handy ... It may save you a lot of grief.

.X.X.X.X.

WHAT'S WITH OUR DRUM'B'EATERS

Well ... this is as good a time as any to find out ... we've fallen a little behind, due to many reasons, among them a pile-up of work ... and this week's issue covers the entries for week ending January 15th ... Looks like we'll have to double up one of our issues in order to catch up again. Maybe we'll do it next week, so that we can publish an up-to-date score-board on the following week ...

You fellows can help a little too, you know ... by trying to follow some of the suggestions I have made time and time again ... DON'T staple your tear sheets ... DO outline the particular item you want me to see, so that I don't have to go through the whole paper before I find it ... List all of your items by number, on a separate sheet of paper, with corresponding numbers on your entries ...

Is that so tough? You know ... I can almost guess what I'll find inside by the manner in which your entries are presented to me ... it's a fact. A sloppy batch of stuff, reflecting a "hurry up, let's get rid of it" attitude, is as a general rule a hurry-up excuse for a campaign. The guy who sends in a neat entry, usually has a pretty neat campaign backing it up.

And incidentally ... DON'T send your entries "First Class" ... and DON'T include first class mail in second class envelopes ... We may pay the "postage due" on it ... but you can take it from me ... it's charged right back to you ...

And now that I've got all the do's and don'ts out of my system ... guess we can get down to the business at hand ... which of course is a report of your entries to January 15th.

But first let's take a look at the U.S. press reports, and see if we can't find some of our BALLYHOOSERS in there ...

I notice in Motion Picture Herald under date of January 22nd, small squibs about Mel Jolley, George Forhan and Paul Turnbull ...

S.T.R. same date, devotes its entire Expleitorial column to a report of activities of Bob Harvey, Jack Bridges and George Forhan ... and separate short stories on Al Hartshorn's Julius Caesar campaign, and Art Cauley's "wanted" signs for his date on DUEL IN THE SUN.

Funny how the same names keep recurring week after week after week ... or is it funny? Seems to me it just reflects the "push" each individual puts into his own personal P.R. and don't think it isn't important ... to YOU. I'll repeat again ... the editors of the trade magazines can't publish what they don't know ...

And now ... I guess we can get down to business ... and do a little reporting.

Next page please ...

CENTURY - HAMILTON

The Hamilton Review ran a front page story announcing the winners of their "Pick the Stars" contest ... This week the contest featured a four column pic of the stars in PUSHOVER ... Mel's next attraction.

The Daily News has started a theatre page ... but devoted exclusively to theatres ... no T.V., spaghetti or allied lines ... Their first effort was really a Century page ... no kiddin' ... For free, Mel received a four column, 360 line scene plugging the third week of SHOW BUSINESS, plus a 340 line story in Gordon Bullock's "Show Stopper" column, plus a timely story about one of his lesser stars (?) Marilyn Monroe ... In another day's issue of The News, the Century received a four column scene plugging the upcoming fourth week of SHOWBIZ, plus a story.

The Spectator ran a two column scene on an off-theatre page ... a timely story of Donald O'Connor in Jane Baker's Movie column. Looks like our Mel is really socking the press ... and that's what I like to see.

George Wilson still plugging Mel's flickers on his daily program over C H C H -TV ... Deejays at both local radio stations jamming the airwaves with plugs for both SHOWBIZ and some of the coming attractions ...

The 28 G.E. dealers in Hamilton and district continuing with their window and interior displays ... What'll you do when SHOWBIZ finally bows out, Mel?

Mel's famous Famous Fun Festival is continuing to draw the junior set ... The Spec gave Mel a free story on the deal, and paid 50% of his regular ad which plugs the Saturday morning shows ... The usual full page appeared, plugging the morning show, with liberal Century mention. The entire front window space of the Spectator is being used for a display of posters pushing this co-operative theatre-newspaper effort.

Guess that's not a bad week's promotional job ... Keep it up Mel ... Some of our other contenders are getting a wee bit nervous ... and that's good. It'll help keep them on the hop ... and I guess you too.

CAPITOL - GALT

Naturally ... Ed's I SAW still enjoying popularity in the local Evening Reporter ... six days weekly. C K G R came through with much free time on WHITE CHRISTMAS, airing the recordings right off the sound track several times daily, with appropriate credits.

Three excellent window displays this week, using press book accessories, good art and copy ... Connie's Music Centre, Ridsdale's Record Bar and Rouse's Music Store were the participating merchants.

"Capitol Quiz" still doing fine, with lots of good publicity for the theatre.

CAPITOL - PETERBORO

A fast booking change gave Len exactly two days to figure out a selling job for NIGHT PEOPLE ... so what did Leonard do? He rushed right out, and managed to sell half a page of co-op ads to several local merchants whose establishments remain open nights ... The page looked fine ... lots of mention of feature title and theatre ... and didn't cost the theatre a red cent ... That's the kind of stuff we like to see.

Good windows were set up at Jerry's Cigar store for CALAMITY JANE, also at Fuller's Drugs and Bob & Betty's Lunch counter ...

Elliott's Drug Store came through with a nice two column by 50 line ad in the Examiner, plugging the recordings from the feature plus theatre mention ... Len really had to do some tall talking to tie this one up.

A two column scene in the Review for JANE ... The Hidden Names page in the Lakefield News still kicking in good theatre coverage ... 12 free plugs over C H E X in three days on the same feature.

DOWNTOWN - HAMILTON

With all the hustle and bustle attendant on opening of the New De-luxe Downtown, Paul was a little rushed for time ... and reports that the best he could come up with this week was what he terms "A bit of theatre P.R." ...

He did a selling job on the moguls over at the Spec office, and came up with a fine two column pic of one of his projectionists showing him the new wide-screen lens ... with good accompanying story. Good stuff Paul ... now let's localise our selling, and spread the word as to what that new Downtown has to offer in the way of entertainment and all the new improvements and services ...

How about it?

PALACE - GUELPH

Herb held a special screening of SHOWBIZ for members of the Press, Radio, local Service groups and dignitaries. The Mercury came through with a good story and scene on the following day ...

C.W. Kelly, local music store gave the attraction prominent space in a quarter-page ad on the front page of the City section of the newspaper. Kelly's also put in an excellent window tying in directly with the theatre.

C J O Y were most co-operative and gave out with no fewer than 30 free plugs in the form of musical selections from the pic accompanied by direct theatre plugs. Vorvis Restaurant still handing out hundreds of books of matches each week, with the theatre imprint and contest details on each.

REGENT - OSHAWA

Charlie submits tear sheets showing a good off-theatre page scene on LATIN LOVERS, as well as evidence that his I SAW deal is still in full swing.

Two local merchants co-operated with window displays on SUSAN SLEPT HERE ... a ladies' wear store tied in with their sleeping apparel display, and local furniture dealer built a pretty fancy display around his bedroom furniture.

Music from the feature was played on "Showcase" over C K L B every afternoon of the run, and was also featured by the deejays on several popular programs.

CAPITOL - SUDBURY

Jeff got himself a pretty good window deal for BEAU BRUMMEL ... with Ironstone's Men's Wear, an exclusive local shop which has never in the past gone for a co-op deal of this kind. That's all? Come on Jeff ... climb on the bandwagon, and start beating these drums ... I mean so we can hear them.

ORPHEUM - SOO

Olga invited twenty orphans from a home in the Soo, Michigan to be her guests for the twin bill ON TOP OF OLD SMOKY and IRON GLOVE. Radio Station W S O O played this up for two consecutive days on their "Talk of the Town" program, plugging both the pictures and Olga's thoughtfulness ... Sounds to me like Olga's got some drag on that station ...

For her horror program, VAMPIRE SPEAKS and VALLEY OF THE ZOMBIES, Olga borrowed a skeleton costume, attired her usher in it and sent him out to patrol the main drag ... Caused quite a stir, and lots of comment re. her program ... which naturally is what the gal was after ...

CAPITOL - ST. KITTS

Vern's campaign this week consisted of a radio contest in connection with his showing of ATHENA, in co-operation with one of his disc-jock pals ... This was continued for two days, with a couple of Oakleys as prizes. "Morning Melodies" tie-up still in effect, as well as the use of a display at the entrance to the new supermarket.

An off theatre-page scene on ATHENA in the local Bugle. Vern reports a deal he has with New Method Cleaners ... Once a week they draw three lucky sales slips, each winner being awarded a guest ticket to the theatre ... in return for good mention of the theatre and attraction in their Saturday newspaper ad.

TIVOLI - HAMILTON

The "News Quiz" continuing over C K O C.

PARAMOUNT - PETERBORO

Art has really taken over the two local weekly papers ... Seems that every time we turn a page there's either a scene or story on some phase of the Paramount operation...

Don Corrin's Hollywood Newsreel appeared as usual in both the Review and Lakefield News, this week featuring many of the Paramount's coming attractions, also a special story on F.P. and this year's 35th Anniversary. Three scenes appeared in the Review on CARNIVAL STORY and another three on BETRAYED.

Both the papers ran a "1954 Favourites" contest ... with entrants having to name their favourite male and female stars and their choice of the best movie of the year ... The ten winners will be guests of Art at his showing of 7 BRIDES ... Both sheets also ran stories headed ... "F.P. Celebrates 35th Anniversary ..." with good story provided by Art.

The Lakefield News ran a total of eight scenes in support of the playdate on CARNIVAL STORY and an equal number on BETRAYED.

ROYAL - GUELPH

Ted's still a little slow in getting that prize-winning campaign on something ... anything ... in to us. We're waiting, F.C. This week I see scenes in the Mercury on THIS IS MY LOVE, and YOUNG AT HEART. Of course the I SAW feature in the paper is still going strong.

CAPITOL - NORTH BAY

Seems that I mislaid Bob's entry ... but I know that there was one as my score-sheet shows that points had been allotted him. Sorry Bob ... may be you cut the size of your scrap book so much that we can't even see it ... Try again, boy ... try again.

ALGOMA - SOO

For his date on WHITE CHRISTMAS, Norm fast-talked a couple of local merchants into sponsoring a fifteen minute radio program, with most of it devoted to music and chatter re the feature. In addition, every deejay on the station plugged the music, with frequent mention of the pic and theatre.

Norm's marquee boy hauled a giant display around the main streets of the Soo during the run, calling attention to the current attraction.

Directional arrow signs were placed in several local windows, with good copy calling attention to the program.

Four good window displays around town ... Capy's eatery, Sidewell's Jewellers ... Lois' Style Shoppe and Moore's Music Center.

CAPITOL - WELLAND

George sends along his I SAW tear sheets just to prove he's still in there ... Two excellent scenes on BRIGADOON and DRUMBEAT on off theatre-pages in the local Tribune.

C H V G still coming through with liberal mention of his programs on their Mystery Personality show, also the French and Hungarian hours.

His seven permanent window standees still attracting good attention in prominent locations around town ... Excellent full-window displays were used by Rainbow Studios, the local travel agency, and the bus terminal. All in connection with BRIGADOON, of course ...

All George's usherettes were dressed in King Tartans one week in advance and during the run ... On opening night, George arranged for a Scottish piper to entertain his audience during intermissions.

High spot of the week's BALLYHOO activities ... and this I like ... was a full page of merchant co-op ads, which George and Mort had to hustle around and sell. Not only did this not cost the theatre anything, but resulted in a fair chunk of ad devoted exclusively to BRIGADOON and the theatre. Every one of the participating merchants' ads referred directly to the attraction.

That's the kind of stuff we want, George ... and it doesn't throw your advertising budget out of kilter. Knew what I mean? You should. Keep it up boy ... keep it up.

VICTORY - TIMMINS

It seems like an awfully long time between entries Jack ... but I will say this for you ... when you do come through, you really have something to report. How about making this a weekly deal? Remember? Like you did in our previous drives ...

BRIGADOON was Jack's feature, and he went all out on it. Both local radio stations C K G B and C F C L really jammed the airwaves with selections and running chatter on Jack's program. This started a week in advance, and continued right through the playdates.

Excellent window displays were set up in the Moisley and Ball record bar, and Eddie's Record Bar, three days in advance and during the run ... Both music stores played selections from the album over their street p.a. system three days in advance and throughout the run.

2,000 small envelopes were imprinted with BRIGADOON copy, and these were packed with samples of Kerr's Butterscotch. Two days before he opened with the program, Jack had them placed in letter slots and mail boxes all over town. Kerr's donated the candy, and paid half of the cost of printing the envelopes. Sounds like a pretty fair deal to me.

VICTORY - TIMMINS (cont'd.)

400 table cards were made up with BRIGADOON copy on one side, and Kerr's plugs on the other ... These were placed on every table at the local Pavilion, and at the Empire Hotel's Fountain Court. Each card was accompanied by a 10¢ sample of Kerr's products. Nice promotion, Jack.

Usherettes were attired in white sweaters and Scotch tartan skirts in advance of and during the run.

2,000 BRIGADOON heralds were inserted in the local dailies and delivered by the carrier boys to the homes on their routes ... An ad which Jack sold on the back of the herald took care of the expense.

The radio broadcast from the Pavillion Dancey plugged the pic and theatre on opening day.

Two local merchants co-operated by mentioning the pic in their ads in the Daily Press.

Jack reports that it's been pretty chilly in Timmins this past while ... Seems that their winters last from September through July ... Customers having to wait in line for any length of time were very pleasantly surprised to be handed a steaming cup of coffee ... courtesy of Jack's neighbour, the Esquire Grill.

Your stuff is always good Jack ... but how about making it a habit, and sending it along every week? We miss seeing your name near the top of the roll ... and there isn't a thing we at this end can do about it. Come on fella ... get in there and give the rest of our guys a little competition.

.X.X.X.X.X.

Well, looks like that's it for this week, Gang ... I must repeat that while a goodly number seem to have got into the spirit of the thing, and are really slugging it out, there are still the odd ones who seem to enjoy coasting along on the other fellows' efforts.

This is a co-op deal ... co-op means co-operation, and that means purely and simply that we've all got to pull together. So ... get a good grip on that rope guys, and start pulling ...

This is your BALLYHOO ... try and remember it ... You're the guys who make the news ... so let's not be satisfied with one or two lines of type ...

If you honestly feel that your business is so good that no sales effort is required ... that's another story ... BUT first, prove it ... and if you can ... Brother-r-r ... YOU'RE GOOD.

D.E.K.